

WHAT IS CLAIMED IS:

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1. A transmitting method comprising steps of:
multiplexing a signal of a picture including a selectable object, with
information relevant to the selectable object in the picture, with a visible symbol to
which reference is made when selecting the selectable object, being presented in
the picture correspondingly to the selectable object; and
transmitting the multiplexed picture signal;
the relevant information being displayed by selecting the selectable object
referring to the symbol.

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2. The method as set forth in Claim 1, wherein the relevant information
includes an identification information for unique identification of the selectable
object and/or data showing the content of the selectable object.

3. The method as set forth in Claim 2, wherein the content is character data
showing the content of the selectable object.

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4. The method as set forth in Claim 1, wherein:
more than one or two channels carrying information relevant to the
selectable object are used for the signal of the picture including the selectable
object; and
the information channels are selected by entering, by select keys of an input
means, a symbol of a channel number with which reference is made to the
channels.

A2 5. The method as set forth in Claim 1, wherein the relevant information multiplexed with the picture signal further includes an address of the selectable object; the address indicating a start point of a picture data zooming by which within a picture, other picture is gradually zoomed in.

B1 6. The method as set forth in Claim 5, further comprising a step of:
interrupting the zooming of the other picture to simultaneously display both the one and other pictures.

Sub A3 7. A receiver for receiving a picture signal multiplexed with information relevant to a selectable object included in a picture and which have presented in the picture a visible symbol corresponding to the selectable signal, the apparatus comprising:
means for displaying the picture of the received a picture signal;
an input means for receiving the symbol corresponding to the selected object; and
means for controlling the displaying means to display the information relevant to the selected object correspondingly to the symbol received by the input means.

8. A receiving method of receiving a picture signal multiplexed with information relevant to a selectable object included in a picture and which have presented in the picture a visible symbol corresponding to the selectable signal, the method

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controlling for the displaying means to display the information relevant to the selected object correspondingly to the received symbol.

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